Multimedia: Making It Work, Ninth Edition

By Tay Vaughan

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The Most Complete, Up-to-Date Multimedia Guide

Thoroughly updated to cover the latest technologies, including mobile multimedia, this full-color resource prepares you for a successful multimedia career by teaching you the fundamental concepts and required skills. *Multimedia: Making It Work*, Ninth Edition explains how to integrate text, images, sound, animation, and video into compelling projects. Multimedia project planning, costs, design, production, talent acquisition, testing, and delivery are also discussed. Chapter-ending quizzes reinforce key concepts and hands-on lab projects allow you to apply your new skills.

Learn how to:

- Master the essential elements of multimedia, including text, images, sound, animation, and video
- Incorporate bitmap, vector, and 3-D images
- Record and edit digital audio and use MIDI
- Create computer-generated animations
- Shoot and edit digital video
- Select the best hardware, software, and authoring tools for your project
- Determine the scope and cost of a multimedia project n Design, produce, and test your project
- Acquire the best content and talent for your budget
- Design dynamic Web content
- Create apps for mobile devices, including tablets, readers, and smartphones
- Deliver multimedia over the Internet, in an app store, and on CD-ROM and DVD

Each chapter includes:

- Learning objectives
- Full-color illustrations and screenshots
- Helpful notes, tips, and warnings
- Chapter summaries and key term lists
- End-of-chapter quizzes and lab projects

This book is intended for students enrolled in an instructor-led course and does not provide correct answers for the end-of-chapter quizzes or access to the instructor's resource materials. If you are an instructor, please contact your McGraw-Hill Education sales representative for details.

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Editorial Review

About the Author

Tay Vaughan is a widely known multimedia authority who has lectured and taught around the world. He has developed and produced projects for clients including Apple, Microsoft, Kodak, Lotus (IBM), Northern Telecom, Novell, Sun (Oracle), and Varian. Tay is president of Timestream, a multiformat design and publishing company.

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